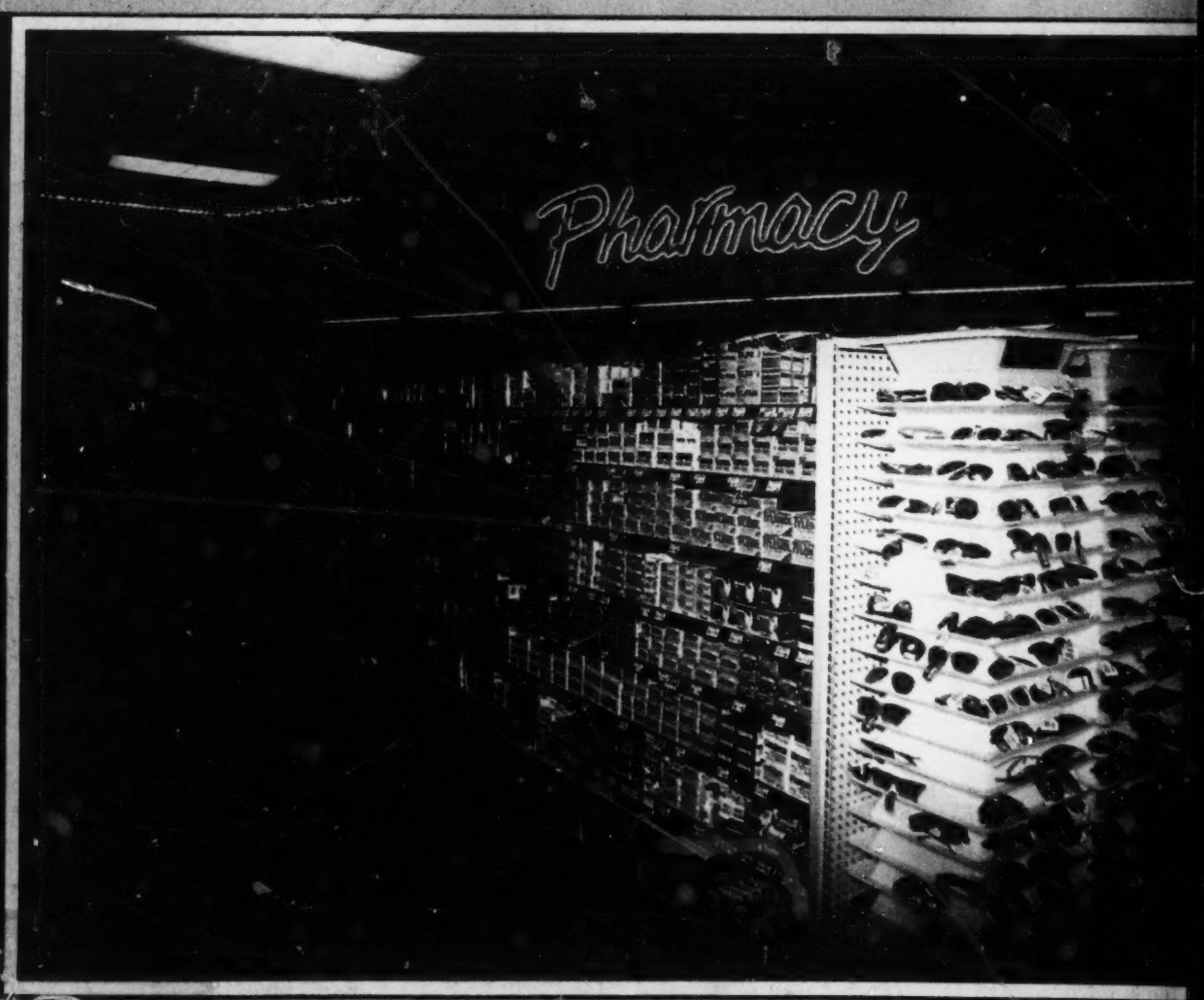
DRUG STORE NEWS

INSIDE PHARMACY®

1989 Pharmacist's Reference to Patient Counseling

OTC



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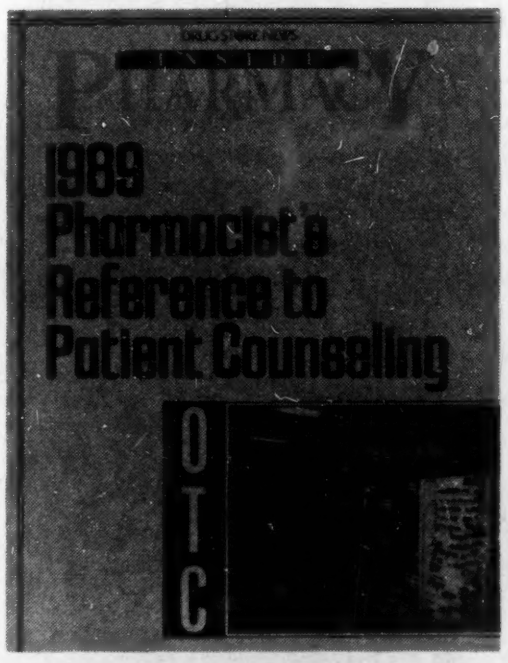

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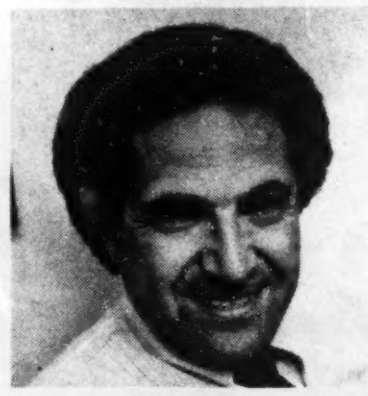
Editor's Welcome



By Harold Cohen, R.Ph.

It's no secret that today's consumer is taking a special interest in their health matters. Statistics show that more consumers than ever before are relying on OTC medication to treat their minor medical ailments.

But today's consumer is also faced with the reality that drug stores are providing the widest selection of over-the-counter medications available to them than ever before. Many consumers, bewildered by the the breadth of product lines available in today's drug stores, have found it difficult to pick the proper OTC medication to treat their medical problems. Therefore more consumers are relying on the pharmacist to provide the proper consulting on OTC medications.

To that end, drug stores are also making it easier for the consumer to reach the pharmacist, replanograming OTC product sections closer to the prescription department. Pharmacists in turn are eager to consul patients on the proper usage of OTC medications. But we realize that pharmacists are busy individuals who may not have all the answers immediately available. That's where our *1989 Pharmacist's Reference for OTC Patient Counseling* will play a vital role.

This handy reference contains general information on all the major over-the-counter product categories, as well as specific information on the best-selling products within those categories. All a pharmacist need do is turn to the patient counseling section to answer just about any question asked about a particular product category. But the reference's usefulness doesn't stop there.

A clinical section gives the pharmacist easy-to-read charts of some of the most important information about OTC medications. Information like drugs that contain aspirin, drugs that contain sodium, sugar-free preparations,the difference in testing kits, and some common drug interactions, just to mention a few.

A special diabetes counseling section will refresh the pharmacist's knowledge of the various insulins available as well as a listing of syringes, needles and glucose testing equipment.

I have tried to make this year's OTC reference as complete as possible. But I would like to hear from you. Suggestions are always welcomed. Let's me know what you would like to see in the reference that may have been overlooked. Also, I'd be interested in knowing what sections you found most valuable.

Consumers are demanding more information about these sophisticated OTC drug products and pharmacists must be prepared to answer their questions quickly and accurately. There is no doubt about it: pharmacists must play an integral part in current self-treatment phenomenon sweeping the nation. We believe that the *Pharmacist's Reference for OTC Patient Counseling* can help them play that part.

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Top 100 OTC Products Based on Number of Units

Rank	Product Name	Rank	Product Name
1	Fleet enema 4.5 oz.	51	Anacin 12s
2	Advil tablets 24s	52	Vicks Vapo-rub 3 oz.
3	Tylenol extra strength caplets 50s	53	Anacin 30s
4	Tylenol extra strength tablets 30s	54	Centrum vitamins 130s
5	B & L sensitive solution 12 oz.	55	Tylenol drop 15 ml
6	Mylanta liquid 12 oz.	56	Correctol 30s
7	Pepto-Bismol liquid antacid 8 oz.	57	Fleet mineral oil enema 4.5 oz.
8	Visine .5 oz.	58	Excederin extra strength tablets 30s
9	Benadryl capsules 25 mg. 24s	59	Contac caplets 10s
10	AoSept disinfect solution 8 oz.	60	Bayer aspirin 50s
11	Robitussin DM cough syrup 4 oz.	61	Advil caplets 50s
12	Alka Seltzer Plus 20s	62	Robitussin DM 8 oz.
13	Tylenol chewable tablets 30s	63	Pepto-Bismol liquid antacid 4 oz.
14	Neosporin ointment .5 oz.	64	Robitussin PE 4 oz.
15	Tylenol extra strength tablets 60s	65	AoDisc replacement 1 oz.
16	Tylenol extra strength caplets 24s	66	Sudafed tablets 30 mg. 48s
17	Sudafed 30 mg. tablets 24s	67	Actifed tablets 12s
18	Tylenol extra strength caplets 100s	68	Dimetapp extentabs 24s
19	Mylanta II liquid 12 oz.	69	Nuprin tablets 24s
20	Trojan Enz lub 3s	70	Bufferin 100s
21	Vaseline Lip Therapy	71	Chloraseptic spray cherry 6 oz.
22	Afrin nasal spray .5 oz.	72	Maalox Plus extra strength susp. 12 oz.
23	Dimetapp elixir 4 oz.	73	Allergan Lens Plus saline solution 8 oz.
24	Anacin 100s	74	Tums assorted 3-roll 36s
25	Benadryl elixir 4 oz.	75	Benadryl 25 allergy kapseals 24s
26	Trojan Enz lub 12s	76	Nyquil cherry 6 oz.
27	Rolaids tablets regular 3-roll	77	Advil tablets 8s
28	Bayer aspirin 100s	78	Rolaids tablets spearmint 3-roll
29	Halls mentholyptus stick 9s	79	Pliagel cleaning solution .85 oz.
30	B & L saline solution 12 oz.	80	Contac 12 hour capsules 10s
31	Advil caplets 24s	81	Dristan advanced formula cold tabs 24s
32	Anacin 50s	82	Bayer aspirin 1¼-gr children's 36s
33	Benadryl regular tablets 24s	83	Tums E-X 3 roii 24s
34	Drixoral 10s	84	Benadryl 25 allergy med tablets 24s
35	Maalox liquid 12 oz.	85	Tylenol drops 15 ml
36	Alka Seltzer Plus 12s	86	Johnson & Johnson Band-Aid sheer 60s
37	Advil tablets 100s	87	Afrin nasal spray 15 ml
38	Preparation H ointment 1 oz.	88	Neosporin cream 15 g
39	Unisol saline solution (2) 8 oz.	89	Correctol laxative tablets 15s
40	Tylenol extra strength tablets 100s	90	Ex-Lax unflavored pills 8s
41	Advil tablets 50s	91	Coricidin D 24 oz.
42	Pliagel lens solution	92	Trojan regular 12s
43	Nyquil 6 oz.	93	Neosporin ointment 1 oz.
44	Vicks Formula 44-D 4 oz.	94	Sudafed S.A. 12 hr capsules 10s
45	Actifed tablets 24s	95	Halls mentholyptus drops 30 ct.
46	Rolaids 12s	96	Bacitracin ointment 1 oz.
47	Comtrex cold relief tablets 24s	97	Dexatrim caff free caplets 20s
48	Tums 3s	98	Tylenol regular strength caplets 24s
49	Robitussin CF 4 oz.	99	Drixoral tablets 20s
50	Dimetapp extentabs 12s	100	Ascriptin 100s